

City of Rockville
Boards and Commissions
Application of Expression of Interest

Routed To:
☒ Council
☒ City Clerk
☒ City Manager

☐ City Attorney
☐ Council Support Specialist
☒ Other John Moser
Betty Wisda

Date: February 16, 2009

Board/Commission Interested In: Arts Cultural

Name: Dezra C. Williams

Address: 122 Maryland Avenue Apt.# 225

Rockville, MD Zip 20850

Home Phone: () 410-417-2419 Work Phone () _____

E-Mail: se3inc@mac.com Fax: _____

Note: Work phone numbers are for staff use only.

Summary of Work Experience: _____

PLEASE SEE RESUME

Experience: _____

Education/Training: _____

PLEASE SEE RESUME

Volunteer Activities: Barack Obama 2008 Presidential Campaign + Inauguration
Tribeca Film Festival 2003 (Guest Relations) NY, NY
Bike New York 2004-2008 NY, NY

Professional Affiliations/Memberships: Museum of Modern Art NY, NY

Please describe your interest in serving on this Board/Commission My goal is twofold: one, to get more integrated with my community and two putting my knowledge and experience to use by bringing fine examples

Please indicate here ☒ yes or ☐ no whether or not the City may give elected officials who serve Rockville (other than the Mayor and Council) your name and address. This information would not be used for any fund-raising, "issues" mailings or campaign mailings. No phone numbers will be given.

Please Return Form and Resume, if available, to: Mayor and Council
c/o City Clerk's Office
111 Maryland Avenue
Rockville, MD 20850
240-314-8280

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Volunteer Activities (cont'd): Sprout, Inc. (Group leader assisting people with developmental disabilities) 1997-1999 NY, NY
United Nations Habitat Conference Istanbul, Turkey
1996

Interest (cont'd): of arts+cultural happenings to my fellow residents in Rockville. There is already a lot of good work being done to expose the citizens to various arts+culture and. I would only hope to bring more variety and more excitement and enhance the experience of arts participation for Rockville citizens. After years of being involved in arts and entertainment, I knew that I have a lot to offer in terms of using arts to enrich our community.

Sezin Cavusoglu Williams

20850 • 217 • 4642 • sezinc@mac.com

QUALIFICATIONS

- Over five years film and television experience as Head of Channel Distribution and Development
- Expertise with US and overseas markets and familiarity with kids' and youth content, distributors, and studios
- Across-the-board understanding of business including research, negotiations, contract drafting, and overseeing finances as well as managing marketing and communication efforts
- I will add value to any project from start to finish with my ability to lead all aspects including directing and managing teams and the triple constraints: resources, timing and budget. I assess and manage risk as well as meeting deadlines and find creative solutions to ensure goals are met while saving on company resources and budget

PROFESSIONAL EXPERIENCE

April 2008 - Present
New York, NY

Hearst Corporation Entertainment & Syndication Unit
Freelance Business Consultant

- Created the business model and marketing plan in one month for a planned channel launch in Turkey.
- Identified all key advertisers and initiated introductory meetings to explore further investment potential
- Shaped programming acquisition plans in line with company strategy and lobbied for the optioning of current shows and upcoming hits; solicited content from independent contractors and built non-fiction formats for the channel after careful studies of channels in competition and focus group findings
- Acted as liaison between Hearst and the cable, DTH and the satellite platforms to ensure maximum distribution for the channel.
- Recruited all the key personnel such as heads of Sales, Programming and Production.

January 2005 – March 2008
Istanbul, Turkey

MCD Multi Channel Operators
Head of Channel Distribution and Development

- Oversaw the launch and management of Nickelodeon and MTV Turkey, initiated the efforts to bring HBO and Sony channels to the territory and managed other channels in the company portfolio such as National Geographic and Eurosport.
- Negotiated with all cable and satellite operators regarding carriage and launch plans and secured carriage on all platforms with the widest possible reach for MTV Turkey, Nickelodeon and National Geographic.
- Met with potential and existing advertisers, sponsors and agencies to increase the volume of business, worked closely with the in-house sales department for revenue maximization and monitored the ancillary activities such as merchandising and mobile distribution to give brands overall visibility.

- Researched potential content for all channels, acquired new content as necessary such as the first ever Japanese manga block to be introduced in Turkey and the movie line-up on MTV; negotiated deals and contract terms and assisted Business Affairs and Legal in tracking contracts and payment.
- Attended international fairs (MIPCOM, MIPTV) to meet with potential investors and to identify and evaluate new programming trends; engaged in negotiations with the majors for the acquisition of titles for HBO and Sony
- Supervised marketing activities including channel launches, campaign roll-outs and event planning; helped procure sponsorship money and found strategic partners to assist in running and hosting the events.
- Marketed locally produced programming to MTV's International networks and secured airings in five territories (Brazil, Denmark, England, Romania and Ukraine)

July 1998 – December 2004
New York, NY

Sprout, Inc
Program Manager

- Established funding resources, managed and explored new business opportunities for a non-profit media and arts organization that works with adults with developmental disabilities. Developed business tactics by translating strategic business development objectives into specific contractual terms and conditions.
- Co-created and organized the annual Sprout Film Festival, securing partnerships with the Metropolitan Museum of Art and New York University who provided financial and marketing support for the event; oversaw marketing and publicity and acted as the Festival spokesperson
- Determined acceptance/rejection of submitted works, negotiated to secure the rights of the films for the Touring version of the Festival and pursued other works that were appropriate for the Festival, often negotiating with distributors and other content right holders
- Secured private and public grants to ensure longevity of the Festival and the organization's film program, including a National Endowment for the Arts grant; structured strategic partnerships with New York City cultural institutions such as Carnegie Hall, Lincoln Center, Broadway production companies and corporate sponsors such as Pfizer, Bessemer Securities and Bloomberg
- Supervised and trained staff and volunteers at all events including fundraisers, annual parties and the Film Festival

EDUCATION

City University of New York, Linguistics PhD (dropped candidate) NY, NY

City University of New York, Linguistics M.A., 2003 NY, NY

Hacettepe University Western Language Studies B.A., 1998 Ankara, Turkey

SKILLS

Proficient in all Office applications, Windows and Mac OSX based operating systems

Fluent in Turkish and English

Received Museum Docent training at the Guggenheim Museum

Have extensive editing experience including Ron Sukenick's book, "Last Fall" published in September 2005 by FC2